

# Online Persona Creation Transcript – [www.ryanTmalone.com](http://www.ryanTmalone.com)

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*The information provided in this transcript serves only as a rough guideline; there are no typical results for this method as everyone has their own method and influencing factors in how their own persona can be created, depending on their own market.*

Hi, this is Ryan T Malone from [RyanTmalone.com](http://RyanTmalone.com). I am an SEO enthusiast from Melbourne Australia. What we are going to talk about today is how to create an online persona. Of course, as an internet marketer, SEO Expert, or whatever it is that you are, in order to really become known online, you need to do something that inspires your potential customer base, and does something for them. Lets take a look at a few of the basics.

## **Create a twitter account.**

This step really should come around the same time that you purchase your domain name. I generally make sure that my domain name can be mirrored with a twitter account, in the way of a user name as well. From an SEO standpoint, this works wonders.

Via Twitter, you will tweet a good handful of times per day to potential visitors using good keywords that relate to your potential visitor. If you ask questions that not only require a non open answer (being not a yes or no answer), but questions that inspire thought, this will always result in user interaction with you, and interest in what you do. This can result in re-tweets, backlinks to your profile, and further occurrences where people will generate interest off their own back.

## Create a blog

Blogs come in all shapes and sizes. On one hand, you have [WordPress](#), you also have others such as [TypePad](#), [Movable Type](#), [Blogger](#), and many more others. The one that I recommend more than anything else is [Posterous](#), it is what my site [ryantmalone.com](http://ryantmalone.com) is hosted on, and it will also automatically feed out to those who follow me on Twitter and Facebook as well. With the inclusion of RSS feeds, this ensures that no matter where a user is, they can get my information first, and respond to it, if I have done a good enough job creating it.

As far as content on this blog, you will want to make sure that the content answers a question for the user. It will inspire thought, and as with the Twitter account, it is going to use questions that do not require an open answer as well. You are going to use keyword rich titles that are winnable in the search engines, and preferably, you are going to use titles that do inspire thought as well, and do lead the potential visitor into your content.

## Video Marketing

Video Marketing is one of the most powerful marketing platforms out there today. Reason for this is simple. YouTube is fast becoming one of the most frequently used platforms for users in need of content. People are becoming more lazy. People don't want to read as much these days, and they are more engaged by something that uses a form of multimedia. Make sure that your titles are winnable in the search engines, and make sure that the content in these videos links back to your main website. Take this video as a good example, and work your way from there.

## Being Discoverable.

Of course, if we are creating a domain name for ourselves, the hardest thing to deal with is the fact that no one will be searching for our name as we are not known yet. In this instance, I would recommend making sure that your content that you create on your blog is not only of high value, but keyword rich. Make sure that the keywords that you choose are easily winnable in the search engines. If the keywords are not winnable, then ensure that you have another method of getting your work out there, such as YouTube, or any other video streaming platform.

## Follow Me

There are plenty of other ways to making yourself discoverable, if you have any questions relating to these, I am all ears. You can follow me on twitter at [twitter.com/ryantmalone](https://twitter.com/ryantmalone) or you can subscribe to my blog at [ryantmalone.com](http://ryantmalone.com) where I will be posting more information.